

Message Text

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FOR OIM/WELCH

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJ: CLOSE-OF-EXHIBITION REPORT - CGP LEISURE LIVING EXHIBITION

1. EXHIBITION: AMERICAN CONSUMER GOODS EXHIBITION FOR LEISURE
LIVING

2. PLACE AND DATES: UNITED STATES TRADE CENTER, TOKYO, JAPAN
APRIL 16-19, 1975

3. U.S. EXHIBITORS SEEKING AGENTS AND DISTRIBUTORS: TWENTY-FOUR

A) AGENTS AND DISTRIBUTORS APPOINTED: NINE

B) AGENCIES/DISTRIBUTORSHIPS UNDER NEGOTIATION: TWENTY-EIGHT
(182 LEADS)

C) LICENSE AGREEMENTS SIGNED: NONE

D) LICENSE AGREEMENTS UNDER NEGOTIATION: FIVE (24 LEADS)

E) JOINT VENTURE AGREEMENTS UNDER NEGOTIATION: NONE

4. SALES:

A) IMMEDIATE: \$135,160

B) TWELVE-MONTHS PROJECTION: \$7,140,000

5. REGISTEED VISITORS: 1,192 (1,274 HAND-COUNT)

6. TOTAL EXHIBITORS: THIRTY-SIX (WU PARTICIPANTS)

A) NEW-TO-EXPORT: FIFTEEN

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B) NEW-TO-MARKET: SEVEN

- C) OLD-TO-MARKET: THIRTEEN
- D) FULLY ACHIEVING PRIMARY MARKETING OBJECTIVE: FIFTEEN
- E) PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVE: SEVENTEEN
- F) FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVE: THREE
- G) U.S. EXHIBITORS WITH REPRESENTATIVES ATTENDING FROM U.S.: SEVENTEEN

7. NARRATIVE:

THE TRADE CENTER FOLLOWED THE SAME FORMAT AS THAT FOR THE PREVIOUS WEEK'S HOUSEHOLD PRODUCTS EXHIBITION AND CONDUCTED NO RIBBON-CUTTING CEREMONY. A BUSINESSMEN'S RECEPTION HELD ON WEDNESDAY EVENING, APRIL 16, ATTRACTED APPROXIMATELY EIGHTY ASSOCIATION EXECUTIVES, KEY MEN AND MEDIA REPRESENTATIVES. FOLLOWING WELCOMING REMARKS BY THE TCD, MR. MASAO YANO, PRESIDENT, YANO ECONOMIC RESEARCH INSTITUTE CO., LTD., MADE BRIEF CONGRATULATORY REMARKS. MR. YOSHIHISA KINAMERI, MANAGING DIRECTOR OF HEIBON PLANNING CENTER, AND ELDEN B. ERICKSON, EMBASSY COMMERCIAL COUNSELOR, JOINED MR. YANO AND THE TCD IN A WALK-THROUGH OF EXHIBITION. TOTAL REGISTERED ATTENDANCE EXACTLY SAME AS HOUSEHOLD PRODUCTS EXHIBITION BUT RESULTS APPARENTLY BETTER.

NOTE: ABOVE RESULTS DO NOT INCLUDE SILLY PUTTY MARKETING WHOSE REPORT WILL BE SUBMITTED IN SEVERAL DAYS.
HODGSON

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